



# Community Engagement in the City of Los Altos

Presented by:

Erica Ray, Public Information Coordinator

City of Los Altos, CA

# Community Outreach & Civic Engagement

- o 2012 City Council Priority
- o Public Information Coordinator position created to enhance the City's communication with Los Altos residents, businesses and customers.



# City Website Redesign



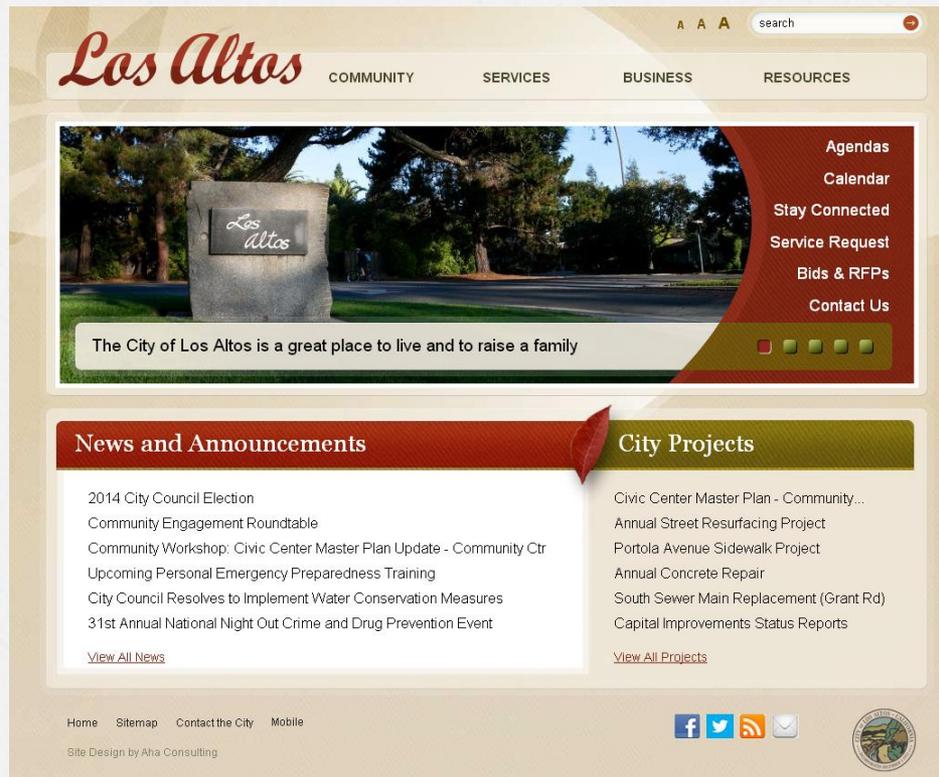
- Outdated design
- Difficult to navigate
- Long, scrolling pages
- Cumbersome to update

# New Website Launched summer 2013



- Clean, updated design
- Simple & instinctual navigation
- Easy to update
- Fosters communication

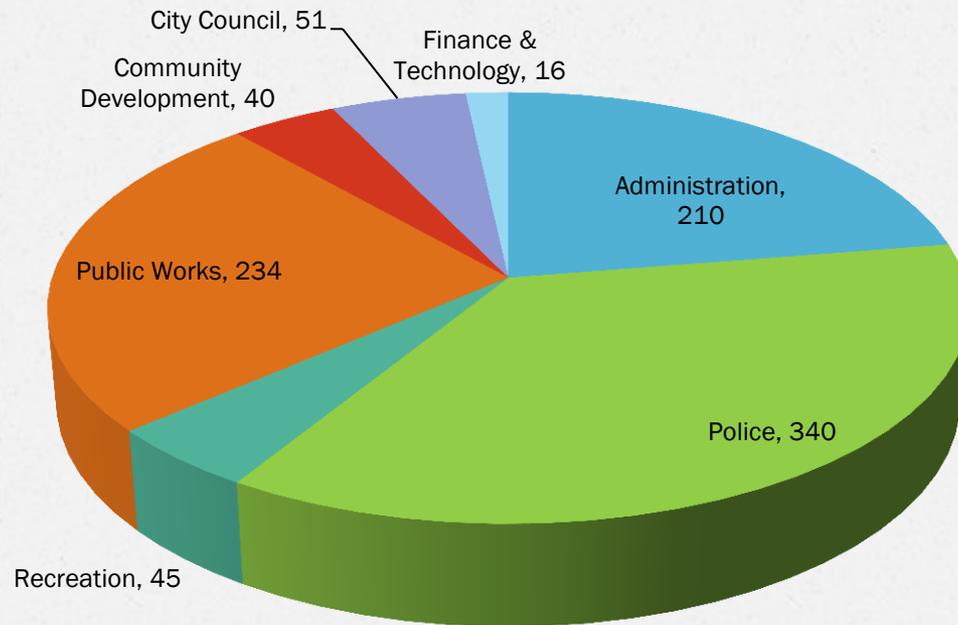
# Website Communications



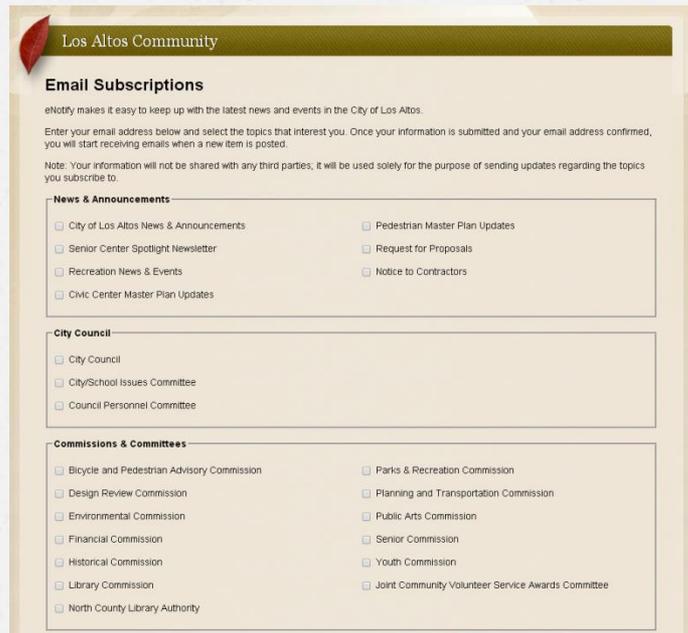
- o Homepage promotion
- o eNotify
- o Online calendar
- o Online service requests
- o Contact the City
- o Staff directory
- o News & Announcements
- o CIP Project Pages
- o Social Media links

# Website Engagement

o August 2013 – August 2014: 936 contacts



# Email Communications



Los Altos Community

### Email Subscriptions

eNotify makes it easy to keep up with the latest news and events in the City of Los Altos. Enter your email address below and select the topics that interest you. Once your information is submitted and your email address confirmed, you will start receiving emails when a new item is posted.

Note: Your information will not be shared with any third parties; it will be used solely for the purpose of sending updates regarding the topics you subscribe to.

**News & Announcements**

<input type="checkbox"/> City of Los Altos News & Announcements	<input type="checkbox"/> Pedestrian Master Plan Updates
<input type="checkbox"/> Senior Center Spotlight Newsletter	<input type="checkbox"/> Request for Proposals
<input type="checkbox"/> Recreation News & Events	<input type="checkbox"/> Notice to Contractors
<input type="checkbox"/> Civic Center Master Plan Updates	

**City Council**

<input type="checkbox"/> City Council
<input type="checkbox"/> City/School Issues Committee
<input type="checkbox"/> Council Personnel Committee

**Commissions & Committees**

<input type="checkbox"/> Bicycle and Pedestrian Advisory Commission	<input type="checkbox"/> Parks & Recreation Commission
<input type="checkbox"/> Design Review Commission	<input type="checkbox"/> Planning and Transportation Commission
<input type="checkbox"/> Environmental Commission	<input type="checkbox"/> Public Arts Commission
<input type="checkbox"/> Financial Commission	<input type="checkbox"/> Senior Commission
<input type="checkbox"/> Historical Commission	<input type="checkbox"/> Youth Commission
<input type="checkbox"/> Library Commission	<input type="checkbox"/> Joint Community Volunteer Service Awards Committee
<input type="checkbox"/> North County Library Authority	

- o Meeting Announcements
- o City News
  - o CIP projects
  - o Downtown construction
- o 827 unique subscribers

Sign Up Today:

[www.losaltosca.gov/enotify](http://www.losaltosca.gov/enotify)

# Granicus

- o Granicus provides televised and streaming video of City Council and Planning & Transportation Commission Meetings
- o Meeting archive
  - o Searchable

Los Altos Community

## City Council & Planning and Transportation Commission Meetings

LIVE Streaming Video and archived Video of City Council and Planning and Transportation Commission meetings are available below. LIVE Streaming Video will appear under Upcoming Events.

For all other Commission and Committee Meeting Agendas and Minutes, [click here](#).

### Upcoming Events

Name	Date
Regular City Council Meeting (Cancelled)	Regular City Council Meeting - Jul 22nd, 2014 - Google Chrome
Planning and Transportation Commission Meeting	los-altos.granicus.com/MediaPlayer.php?view_id=4&clip_id=624

### Search Archives:

Enter Keywords here

### Archived Videos

City Council	City Council Special Meetings
2014 City Council Meetings	
Regular City Council Meeting	
Regular City Council Meeting (Cancelled)	
Regular City Council Meeting	

### Regular City Council Meeting

00:00:06 / 02:02:26

Regular City Council Meeting

PLLEDGE OF ALLEGIANCE

CHANGES TO THE ORDER OF THE AGENDA

CLOSED SESSION ANNOUNCEMENT

1. Palo Alto Regional Water Quality Control Plant Biosolids Facility Project

PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

COMMIT CALENDAR

Sewer Service Charge (J. Gustafson)

### Los Altos

The following is a summary of Council Action. Minutes from this meeting will be posted once adopted by Council. For more information, contact the City Clerk's Office at (650) 947-2700.

TUESDAY, JULY 22, 2014

7:00 P.M. - REGULAR CITY COUNCIL MEETING

MINUTES OF COUNCIL ACTIONS

1. Council Member A. Rogstad  
Recommendation to approve the minutes of the June 23, 2014 special meeting.  
**APPROVED**
2. Council Member A. Rogstad  
Recommendation to approve the minutes of the June 23, 2014 special meeting and regular meeting.  
**APPROVED**
3. Council Member A. Rogstad  
Recommendation to approve the minutes of the June 23, 2014 special meeting and regular meeting.  
**APPROVED**
4. Council Member A. Rogstad  
Recommendation to approve the minutes of the June 23, 2014 special meeting and regular meeting.  
**APPROVED**
5. Council Member A. Rogstad  
Recommendation to approve the minutes of the June 23, 2014 special meeting and regular meeting.  
**APPROVED**
6. Council Member A. Rogstad  
Recommendation to approve the minutes of the June 23, 2014 special meeting and regular meeting.  
**APPROVED**
7. Council Member A. Rogstad  
Recommendation to approve the minutes of the June 23, 2014 special meeting and regular meeting.  
**APPROVED**
8. Council Member A. Rogstad  
Recommendation to approve the minutes of the June 23, 2014 special meeting and regular meeting.  
**APPROVED**
9. Council Member A. Rogstad  
Recommendation to approve the minutes of the June 23, 2014 special meeting and regular meeting.  
**APPROVED**
10. Council Member A. Rogstad  
Recommendation to approve the minutes of the June 23, 2014 special meeting and regular meeting.  
**APPROVED**

**CONTINUED TO A FUTURE MEETING**

# KMVT – Cable Access

- o Los Altos City Council Meetings stream live on the second and fourth Tuesday of each month on Comcast Channel 26.
- o Planning & Transportation Commission meetings air on the first and third Thursday of each month.
- o A news bulletin board runs 24-hours during non-scheduled programming.



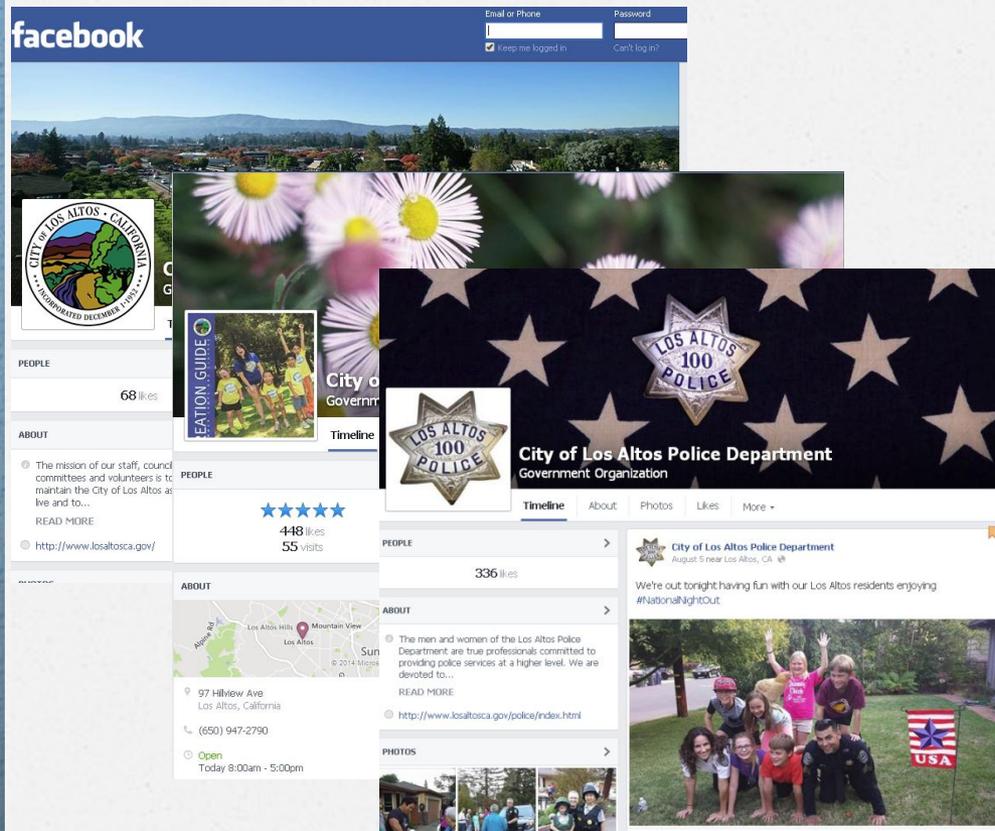
# Social Media Communications

## Goals

- o Reach residents where they're already active
- o Build trust and collaboration
- o Gain followers and enhance information reach
- o Rising to new expectations – deliver timely news to engaged audience
- o Diversify channels to increase reach



# Social Media: Facebook



- Types of posts:
  - Events
  - Activities
  - Projects
- Recreation
  - July 2009 | 448
- Police
  - Feb. 2013 | 337
- City Hall
  - July 2013 | 68

# Social Media: Twitter



- Types of posts:
  - News & events
  - Activities
  - Projects
- Recreation
  - June 2009 | 485
- Police
  - Feb. 2013 | 2,718
- City Hall
  - July 2013 | 360

# Nixle

nixle Building Safer Communities Together Registered Subscribers: [Sign In Here](#) [Sign up with Facebook](#)

Receive alerts from your local agencies [Sign Up](#) ...or text your ZIP CODE to 888777 for mobile alerts [not sure how?](#)

[« Back](#) | Profile Information



**Los Altos Police Department**  
Address/Location  
1 North San Antonio Road  
Los Altos, CA 94022  
Contact:  
Emergency: 9-1-1

**Advisory** Entered: 3 weeks, 6 days ago

Weekend Traffic Advisory: Arts & Wine Festival on Saturday and Sunday in Downtown Los Altos [More »](#)

**Community** Entered: 1 month ago

This Fourth of July, Drive Sober or Get Pulled Over. [More »](#)



**Advisory** Entered: 1 month, 2 weeks ago

TRAFFIC ADVISORY: Homestead Road Street Treatments scheduled 6/19 & 6/25-26. Expect delays between 9am-3:30pm. [More »](#)

**Community** Entered: 1 month, 3 weeks ago

Don't wait for disaster to strike - sign up now for a FREE Personal Emergency Preparedness course. [More »](#)



[View other alerts in Los Altos, CA »](#)  
[Search for public safety agencies and schools »](#)

- o Public Safety Focus
- o Launched May 2013
- o Sends trusted updates via:
  - o Text
  - o Email
  - o Web
- o Contacts: 1,061 (as of 8/8/14)

# Traditional Outreach Methods

- o Print ads in local publications
- o Printed Flyers / Meeting Announcements
  - o City facilities and meeting venue
  - o Community boards
  - o Large A-frames placed strategically
  - o Hard mailings
- o Press Releases
  - o Media
  - o Community and Business Groups
- o Grassroots efforts
  - o Outreach at community events and meetings
  - o Volunteers / Commissioners

# Actively Researching Engagement Platforms

- o Mindmixer
- o Granicus SpeakUp
- o Comcate
- o Socrata
- o Nextdoor



# Thank You

**Erica Ray**

Public Information Coordinator

City of Los Altos

[eray@losaltosca.gov](mailto:eray@losaltosca.gov)